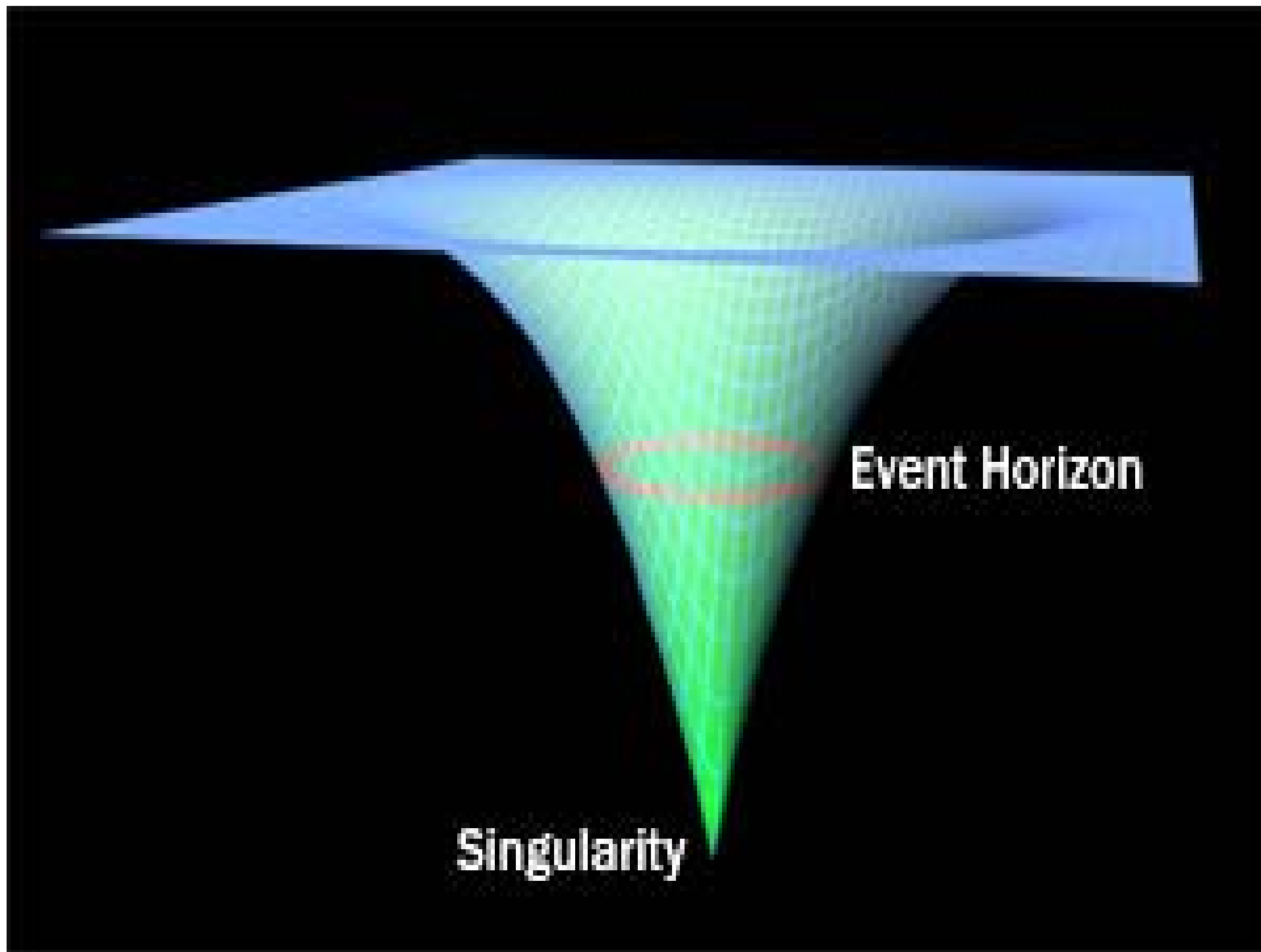


Data Horizons: Some Thoughts on the Future of Data

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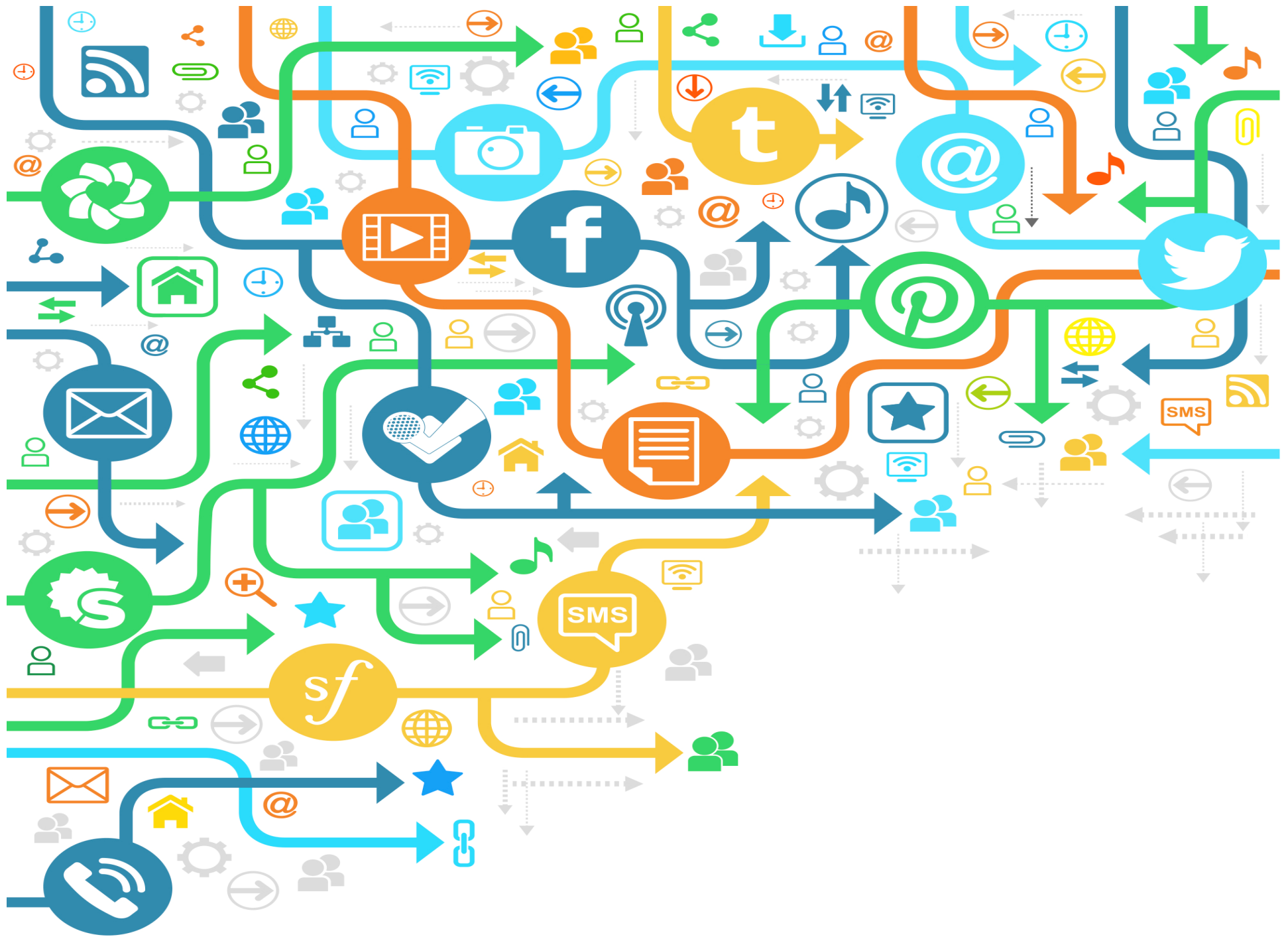






Data, data everywhere...

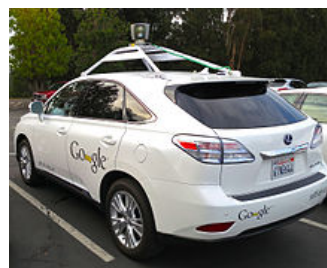
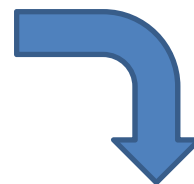
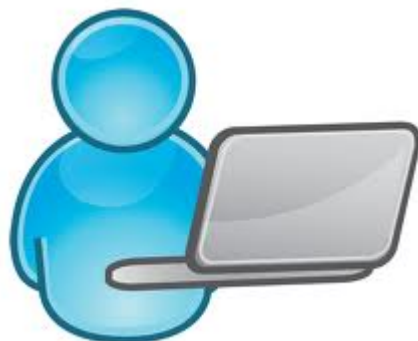
- Dramatic changes in the type and scope of data available for social research
- New types of data and new controllers/archives
 - Social media data growth
 - Commercial data



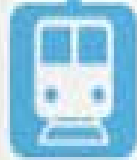
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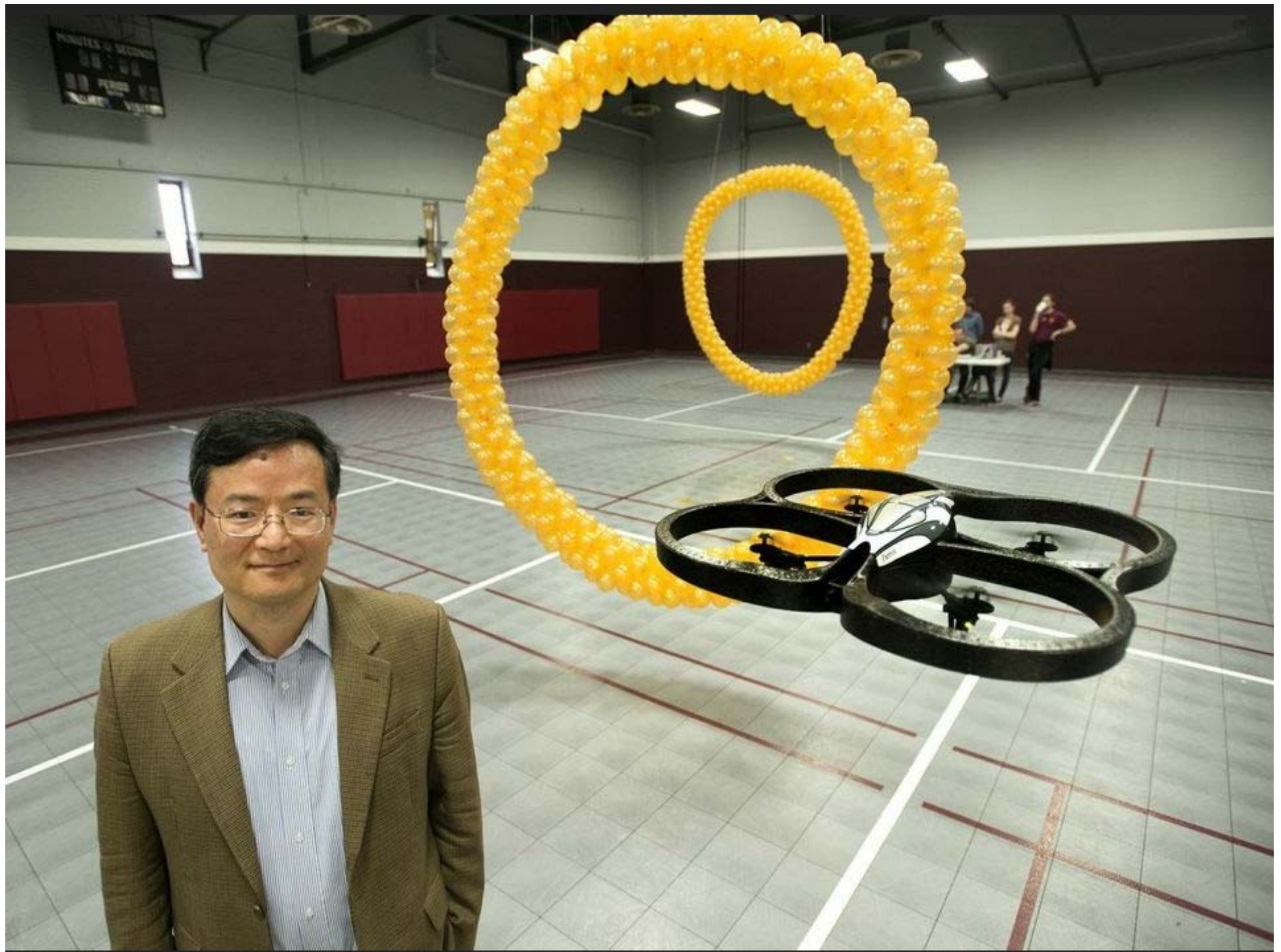
- Dramatic changes in the type and scope of data available for social research
- New types of data and new controllers/archives
 - Social media data growth
 - Commercial data
- New data linkage developments
 - New data being linked.
 - New forms of Combining, enhancing, fusing, linking, merging data



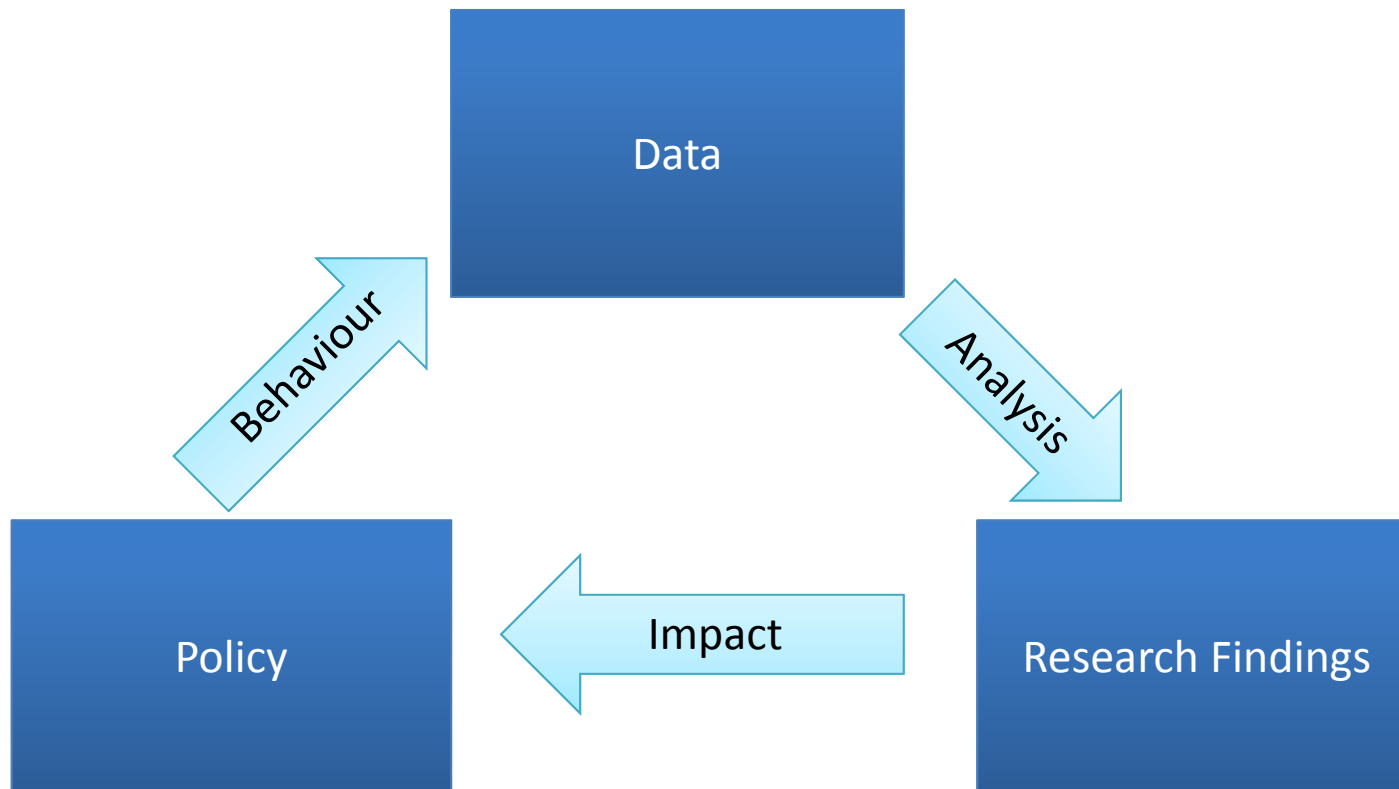


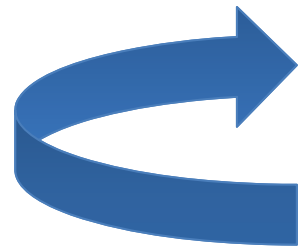
The **INTERNET** *of* **THINGS**



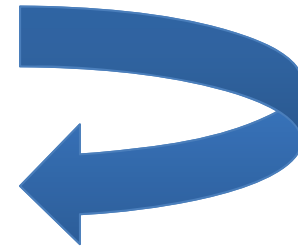


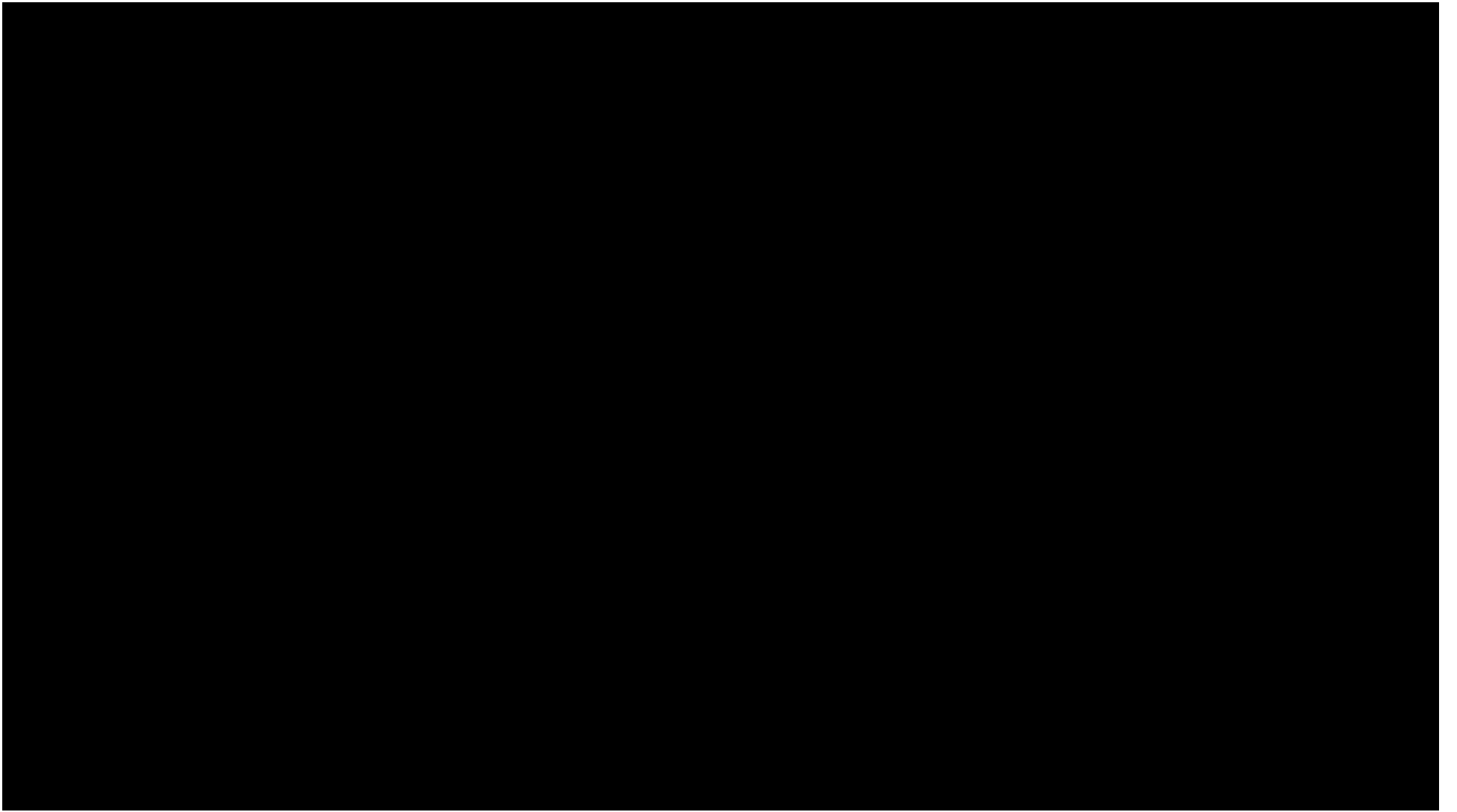






**Data
Policy**

















The Social Science of Data

- *Our Data Our Selves:*
 - How does data impact on how we view our selves, our identity, our society?
 - How does ubiquitous data impact on our norms, attitudes and values?
 - How far and where will the investment of ourselves in the digital take us?

The Social Science of Data

- *Our Data Our Society:*
 - How do the control processes for data reflect and affect existing social structures and
 - how does data disrupt the social structures?
 - How are data shaped by the institutions and objectives that produce them?
 - How are institutions and wider cultural processes affected by data about/within them?
 - (How) can social science affect the direction of travel?

The Social Science of Data

- *Our Data Our Research:*
 - How useful are ‘big data’?
 - (How) are these transformative?
 - Where are data now providing new questions the social sciences?

- Recent research on the data horizon in social science research
- Elliot, M., Mackey, E. and Purdam K. (2013) Data Horizons – New Forms of Data for Social Research. ESRC – down load from the CMI web site (reports).

- *“There is a growth of under theorised empiricism in social science...Uncritical use of data with limitations in coverage or definitions and the steering of research to things that happened to be measured”. Survey respondent (Elliot, Purdam and Mackey 2013)*

The Social Science of Data

- *Our Data Our Research:*
 - How do we define 'data' in the social sciences?
 - Can social science adapt to use any form of social data?
 - Can a meaningful data ontology be developed?
 - Which intentional data sources do we still need?
 - How does ubiquitous data affect the centrality of theory?

To Sum up

- New technologies over the next 10 years will produce ever increasing types and quantities of data.
- New data change what we know about ourselves but also change *our selves*.
- Ethics in this **age of data** will a significant challenge.
- There is a pressing need for both a social science of data and a social data science.